Picture Vision

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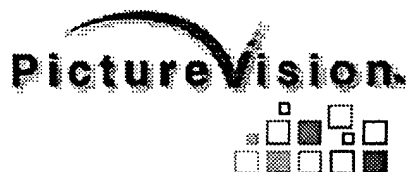The PictureVision Advantage | Success Stories | Our Products | Our Partners

Our Partners

PictureVision Partnerships—Your Partnerships

Get the PictureVision Advantage when you partner with the company who has teamed up with many of the worldwide industry leaders.

PictureVision

Strategic

Key partnerships with Kodak and AOL have helped PictureVision gain its world leadership role.

Photofinishing

Our Retail, Wholesale, and Mail Order film finishing partners account for over 50% of film rolls processed in the U.S.

Software

Through our alliances, many of the most popular software applications directly support PhotoNet® products.

Web

Consumers benefit in new and exciting ways through promotions with our online partners.

Technology

Making it all happen in the real world is never easy. Our technology partners root us solidly in the ground.

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The PictureVision Advantage | Success Stories | Our Products | Our Partners

About Us

We make sharing pictures as easy as taking them.

PictureVision has a solution for everyone in the business of pictures. From traditional to digital, we cover it all.

Click on a topic to learn more. . .   ▢ ▢ ▨ *In the News*

• *PictureVision History*   • *Electronics*   • *Web Publishing*

• *Photography*   • *Software*   • *International*

We help companies in the photofinishing, professional photography, electronics, software, and web publishing industries give their customers a fast, easy way to share their pictures online. The pioneer and leader in online digital imaging, our PhotoNet™ Online network hosts millions of images for companies like AOL, Sony, Kodak , and JCPenney.

PictureVision.

PictureVision History ▢

Founded in 1995, PictureVision is the pioneer in online digital imaging.

The company's success has been continuous, with Kodak acquiring a 51% stake in March 1998. After the acquisition, PictureVision became an independently operated subsidiary of the photographic leader. This Kodak-PictureVision partnership created the leading online photo sharing network – **Kodak PhotoNet™ Online,** in May 1998. In that same month, America Online (AOL) acquired an equity interest in PictureVision, and created **"You've Got Pictures"**(sm)–an extension of **Kodak PhotoNet** Online that delivers pictures to a mailbox on the Welcome screen of AOL's 20 million members. That service became available nationwide in the fall of 1999.

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Photography ▢

PictureVision products and technology can be found in many segments of the Photographic Industry, including professional photography, photofinishing labs, and consumer products.

Our technology enables event photographers, retail portrait studios, and the publishing industry to offer their customers quality digital products and services. PictureVision is currently working with Lifetouch to provide customers of JCPenney Portrait Studios a fast way to share pictures and order reprints online through their e-pix option. This co-branded **Kodak PhotoNet** Online website makes ordering prints from portrait sittings simple, while also protecting the rights of professional photographers.

In the photofinishing industry, PictureVision produces film scanners for wholesale labs and minilabs, enabling them to offer their customers pictures online (**Kodak PhotoNet** Online or AOL's

"You've Got Pictures"), on CD (**Kodak** Picture CD or **PhotoNet** CD), on floppies (**Kodak** Picture Disk or **PhotoNet** Disk), and on index prints. PictureVision has formed strategic partnerships with leading one-hour, overnight, wholesale and mail order film finishers at over 40,000 locations. These locations account for over 50% of the film rolls processed in the U.S. Wolf Camera, Konica, York Photo Labs, Mystic Color Labs, Signature Color, and Kodak, through its Qualex accounts, all use PictureVision products to offer their customers quality digital imaging services.

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Electronics

PictureVision's PhotoNet service also provides digital camera users an easy way to upload, store and share their pictures over the Internet.

At the same time, they can order photo lab quality prints right from their computers. Sony ImageStation on PhotoNet and **Kodak PhotoNet** Online both offer these features. PictureVision also provides customers with Print Station Software for **Kodak PhotoNet** Online. This digital printing software can be distributed on a CD at retail or downloaded off of a website, and allows customers to conveniently place orders for photo lab quality prints of digital camera and scanner pictures. Photo Access, a leader in digital camera hardware and software components, uses PhotoNet technology to allow digital camera users to share and store their images on the Internet directly from their cameras – without the use of a computer. For consumers without Internet access, PictureVision provides the imaging network that connects in-store photo kiosks to **Kodak PhotoNet** Online. Users of a **Kodak** Picture Maker that is connected to **Kodak PhotoNet** Online can quickly and easily upload or print pictures from **Kodak PhotoNet** Online in the store.

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Software

You'll find PictureVision technologies embedded in the software industry as well.

Through the **Kodak** Picture Friendly program, PictureVision's PhotoNet technology is integrated into leading photo editing software packages including Microsoft Picture It!®, MGI's PhotoSuite II®, Live Pix 2.0®, and others. Users can download photos directly into their software package for editing and then, with a few keystrokes, upload them again to have high quality prints made by their favorite photofinisher.

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Web Publishing

PictureVision's online partners take advantage of the extensive reach of the PhotoNet online network.

Users of websites such as eBay, The Wedding Channel.com, Pix.com, Purina dogchow.com and catchow.com and Kideo.com can quickly and easily pull their pictures from their **Kodak PhotoNet** Online accounts into the partner websites. With such versatility, it's no wonder that the list of PictureVision partners continues to grow daily!

International

In addition to our U.S. operations, PictureVision offers products globally, through our offices in Europe, Japan, and Israel.

In December 1996, PictureVision signed an agreement with Plaza Create, the leading photofinisher in Japan, to offer PhotoNet services at over 2,000 locations throughout Japan. We further expanded our global presence in October 1998, when **PhotoNet** Online became available throughout Europe via a partnership with CEWE, the largest film finishing group in Europe. Photocolor, Linkopia, and Procine also use PictureVision technology. As **Kodak PhotoNet** Online popularity grew, localized sites also became available in the UK, Germany, France, and Sweden.

In the News

Our innovative products are always creating a stir. Read about our latest developments around the web.

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